

**Digital Marketing**  
**Levels: Grades 10-12**  
**Unit of Credit: 0.50**  
**CIP Code: 08.9904**  
**Core Code:**  
**Prerequisites: None**  
**Skill Test: 412**



#### **COURSE DESCRIPTION**

The Digital Marketing course is designed to give students a general background in digital marketing and an introduction to the rapidly growing and evolving career field. Students will be exposed to the fundamental concepts and principles of the digital experience, focus on the learning tools and skills necessary for solving business problems, and developing marketing opportunities. The course will provide practical experience in, but not limited to: eCommerce, Media Planning, Branding, On-Line Advertising, Display Advertising, Digital Campaigns, Social Media Marketing, and Mobile Media.

#### **STANDARDS AND OBJECTIVES**

##### **Standard 1: Brand & Position** – *to be taught throughout course*

Students will understand how the marketing industry works through branding and positioning of products.

**Objective 1:** Define the following terms: brand, brand name, brand mark/logo, generic brand, brand recognition, brand preference, private/store brand, licensing, and the role of psychology in consumerism.

- a. List the characteristics of a good brand image: recognizable, customer attraction, confidence in product
- b. Describe the branding and licensing process.
- c. Explain how branding helps consumers identify products and how marketers differentiate products.
- d. Explain the difference between brand name & trade name.
- e. Explain the importance logo, slogan, color, lighting, music & emotion play in consumer psychology.

##### **Objective 2:** Positioning of Products

- a. Understand market segmentation: Behavioristic, psychographic, demographic, geographic
- b. Describe how industry rivals, threat of new entrants, bargaining power of suppliers, threat of substitutes, and bargaining power of buyers effects position of products.

##### **Standard 2: E-Commerce Basics**

Students will have working knowledge of the basics of ecommerce, how domain names work, measurement tools used by e-commerce websites, and the importance of ecommerce for a business.

##### **Objective 1:** eCommerce Basics

- a. Identify and describe the four major types of ecommerce that are used today. (B2B – Business to Business, B2C – Business to Consumer, C2C – Consumer to Consumer, C2B – Consumer to Business)
- b. Understand what a domain name is and what types of TLD's (Top Level Domain) exist.

(.com, .org, .net, .gov, .net, .edu, etc.)

- c. Describe basic measurement tools that are used by ecommerce sites to track and improve website functionality: bounce rate, conversion rate, conversions, conversion funnel, cart abandonment rate, page views, click path, unique visitors, repeat visits, exit pages
- d. Analyze the importance of ecommerce on a business entity: high level of accessibility, Equality in size of business (small vs. large), additional forms of contact, helps maintain brand image, Customer service increases, product purchased 24/7

**Objective 2: Ecommerce Site Essentials**

- a. Name and describe important elements of an ecommerce website, ie. a logical layout or road map, crucial business information, clear website navigation, security, social media integration, mobile friendly version, website branding, CTA (Call to Action), Customer Reviews, Electronic Shopping Cart, etc.
- b. Explain the importance of a landing page for a company.
- c. Identify the major types of payment options that an ecommerce website could use. (Square, PayPal, Google Wallet, Apple Pay, Amazon Payments, Dwolla, BitCoin, All major credit cards, etc.)

**Standard 3: Content Creation**

Students will understand the role and importance of content creation. They will be able to name different types of content, basics of good content, and explain how content “goes viral.”

**Objective 1- Content Creation**

- a. Define content marketing and explain its importance in ecommerce.
- b. Name twelve types of content that are used today, (email, spam, opt in email, opt out email, Listserv, Social Media, Video, Infographic, Lists, Podcasts, How to Guides, MEME, Image, Newsletter, Webinar)
- c. Describe a content audit and analyze basic tactics to create good content.
- d. Explain how content “goes viral” and list four factors that can help content spread. (1. Positive content is more viral than negative. 2. If content evokes emotion it is more likely to go viral. 3. Useful content gets shared. 4. People love a visual link to content.)

**Optional Objective 2 – Students will create a basic webpage**

- a. Using web coding/CSS or use WordPress/Weebly/Square space create a webpage with appropriate content from Objective 1.

**Standard 4: Digital Advertising**

Students will understand different digital advertising techniques, payment methods for advertising, ways to get advertisements seen online, and different ways that ads are targeted towards users.

**Objective 1- Digital Ads**

- a. Understand the role of advertising and describe the types of ads used by a company.
- b. Identify seven payment methods for online advertising.
- c. Describe the different tactics a company can use to get its ad to appear in front of a user (SEO, PPC, Adwords, Retargeting)
- d. Characterize six different types of ad targeting techniques that are used online.

## **Standard 5: Social Media**

**Students will understand the uses of social media in marketing and how it integrates with traditional marketing.**

**Objective 1** – Define the most popular and most current social media outlets. (Snapchat, Instagram, Facebook, Tumblr, MySpace, LinkedIn, etc.)

- a. Understand the role that each plays in digital marketing of products and services. (Snapchat, Tumblr, and Instagram – photo sharing sites, Facebook and Myspace – community sites, LinkedIn – job/human resources related sites)

**Objective 2** – Describe how social media is used for promotion, engagement of customers, customer service, branding building, item research, and sales.

- a. Explain how social media communities can be used for market research. (I.e. customer interaction, sharing information, product recommendations)
- b. List how social media provides brand visibility and authority. (Conversations about brands are happening with or without the business owner.)
- c. Explain how brand influence and promotion (advertising on social media sites) of products and services is done through social media. Describe and define how social media drives traffic for advertisement revenue.
  - Using several communities with quality content.
  - Effective means of distribution channels
  - Promotional mix: advertising, personal selling, publicity, and sales promotion.

## **Standard 6: App Marketing**

**Students will understand the different elements of app marketing, both pre and post launch.**

**Objective 1:** Understand planning and general app marketing terms.”

- a. Define the following terms: ASO, growth hacking, CTA (call-to-action), landing page, social plugins, key influencers, brand advocates and online communities.
- b. List and define the various types of hashtags (brand, campaign, trending, content, product, location).

**Objective 2:** Understand pre-launch activities.

- a. List and understand the different elements of a press release (header, subject line, introduction, screenshots, body, key facts, website, about, ###, contact details).
- b. Explain the importance of a promotional video and where and how it can be utilized in order to optimize exposure (App Store, Google Play Store, Amazon App Store, YouTube, Website, Facebook).

**Objective 3:** Understand the importance of marketing within the publication of your app.

- a. List and define the different publishing elements (name, keywords, description, screenshots, icon, category).

**Objective 4:** Understand various post-launch activities

- a. Define what PNs (push notifications) are and how are they're best used.
- b. Define cross-promotion and cross-promotion networks and explain how they're best used.
- c. Define analytic tool and list the advantages and disadvantages of using free vs. paid sites.
- d. List and define PIRATE METRICS (**A**cquisition, **A**ctivation, **R**etention, **R**eferral, **R**evenue)
- e. List various online ways to obtain the pulse of your consumer (app store, social media sites).

**Standard 7: Digital Marketing Career Opportunities**

**Students will understand careers available in the digital marketing industry.**

**Objective 1:** Identify and classify career opportunities in digital marketing

(PPC Manager, Content Manager, SEO, Social Media Manager, Web Analyst, etc.)

- a. Determine personal trait characteristics that support these types of jobs.
- b. Understand CTE high school to college & career pathways that relate to advertising careers and other classes offered related to these pathways.
- c. Identify secondary certifications and/or degrees needed for these types of careers.

**Objective 2:** Personal Digital Marketing

- a. Explain common human resources practices about social media research while researching future employees.
- b. Understand the importance of personal marketing pertaining to digital marketing career opportunities.